

Social Environment Issues

Community Goals

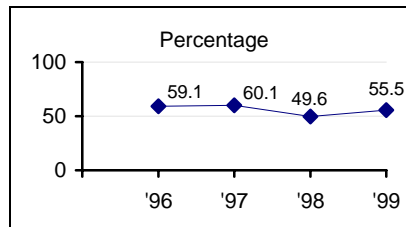
By the Year 2004, more residents will be engaged in community involvement to make Santa Cruz County a better place to live.

By the Year 2004, racism and discrimination in Santa Cruz County will be reduced.

By the Year 2004, children in Santa Cruz County will have access to affordable, high quality child care and after school/summer enrichment and recreation opportunities.

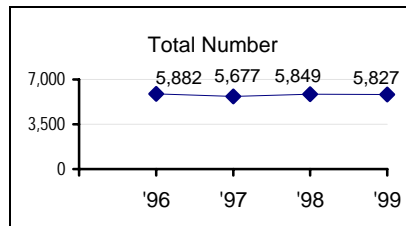
Benchmarks

Racism and Discrimination



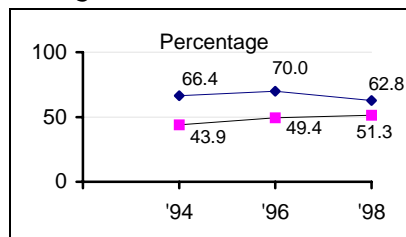
✓ Respondents reporting that racism is a problem locally

Affordable Housing



✓ Number of occupied Government-financed or Nonprofit Housing units

Voting



✓ Registered voter turnout for most recent state or national elections

◆ General elections
■ Primary election

Community Quotes:

“We are fortunate to live in a community that is so tolerant of individual differences and alternative lifestyles.”

“Santa Cruz County has a refreshing spirit of activism and social responsibility.”

“We need more effective methods of reaching to and helping out our homeless population.”

Social Environment Summary

Santa Cruz County is renowned for its dynamic community, outstanding scenery and geography. According to the respondents of the 1999 CAP survey, these are the exact reasons why respondents live here. While there are a few positive highlights, this year's findings show that we are staying the same or failing to gain ground on some important issues.

Santa Cruz County had 137,955 registered voters for the 1998 General Election, down 10,700 from the turnout at the 1996 General Election. However, county residents consistently turn out to vote at higher rates (63%) than the state turnout rate (58%).

Belief in the importance of voting is shared equally by Latino (78%) and Caucasian (79%) respondents although Latinos are less likely to report voting in every election with 32% of the Latinos indicating they vote in every election versus 77% of the Caucasians. The most frequently reported barrier to voting for Latinos was ineligibility due to lack of US citizenship.

On a positive note, parents feel that their children have enough to do after-school and on weekends, 90.2%, as compared to 81.3% in 1998 and 78.3% in the 1995 survey.

Volunteerism continued its five-year trend of almost half of respondents participating in volunteer activities on a regular basis (40.9%). When it comes to charitable giving, residents of Santa Cruz County have continued to contribute their money with 65.5% indicating that they donate to charitable organizations.

Although a slight downward trend is reported over the past three years, racism continues to be perceived as a problem by over half of those responding to the survey. Latino residents were more likely than Caucasians (74% as compared to 51%) to consider racism a local problem, a difference in perception that has persisted through the past years' surveys.

When asked if they felt personally discriminated against in the past three years, 23% responded affirmatively. The most frequently reported forms of discrimination were those based on ethnicity (50%), gender (24%) and language (12%).

Ten years after the Loma Prieta earthquake, Santa Cruz County still suffers natural disasters in one form or another. Yet when asked how prepared they are for such an occurrence, only 13.8% responded that they were "very prepared".

The Housing Authority of Santa Cruz reports the number of government financed or nonprofit housing units has slightly declined, with the total number of housing units at 5,827. This decline is not evenly distributed throughout the county however, as Watsonville gained 340 units while the City of Santa Cruz and unincorporated areas lost units during the same period of time.

SOCIAL ENVIRONMENT ISSUES

Special thanks to Janet Reed, Community Volunteer, for contributing to this summary.

*Quality of Life
Indicator 79*

Registered Voters

Reflects people's sense of ownership and responsibility for their community.

✓ **Benchmark Indicator**

Santa Cruz County Voter Registration and Turnout

Election	Registration	Turnout	% County Turnout	% State Turnout
June 1994 Primary	132,139	58,040	43.9	35.1
November 1994 General	140,960	93,644	66.4	60.5
December 1995 Primary	33,089	10,513	31.8	-
March 1996 Primary	133,652	65,981	49.4	41.9
November 1996 General	148,663	103,922	70.0	52.6
June 1998 Primary	130,197	66,826	51.3	42.6
November 1998 General	137,955	86,634	62.8	57.6

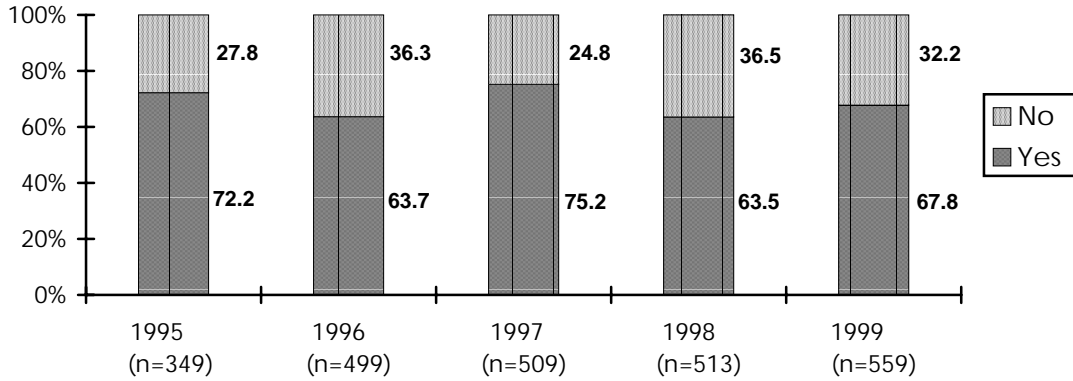
Source: Santa Cruz County Elections Department, 1998.

Note: The December 1995 Primary was a 15th Congressional District Special Vacancy Primary Election.

*Quality of Life
Indicator 79*

 **Voting**

Do you vote in every election?



If no, why not? (Top three responses)

Reason for Not Voting	1995	1996	1997	1998	1999
Not a citizen	49.4	27.6	42.3	32.0	28.2
Don't want to vote	-	-	13.4	19.7	14.7
No time	13.5	9.2	6.2	15.2	15.8

Source: Santa Cruz County Community Assessment Project, Telephone Survey.

*Quality of Life
Indicator 79*

 **Voting (Continued)**
Demographic Comparisons

Percent of respondents who vote in very election:

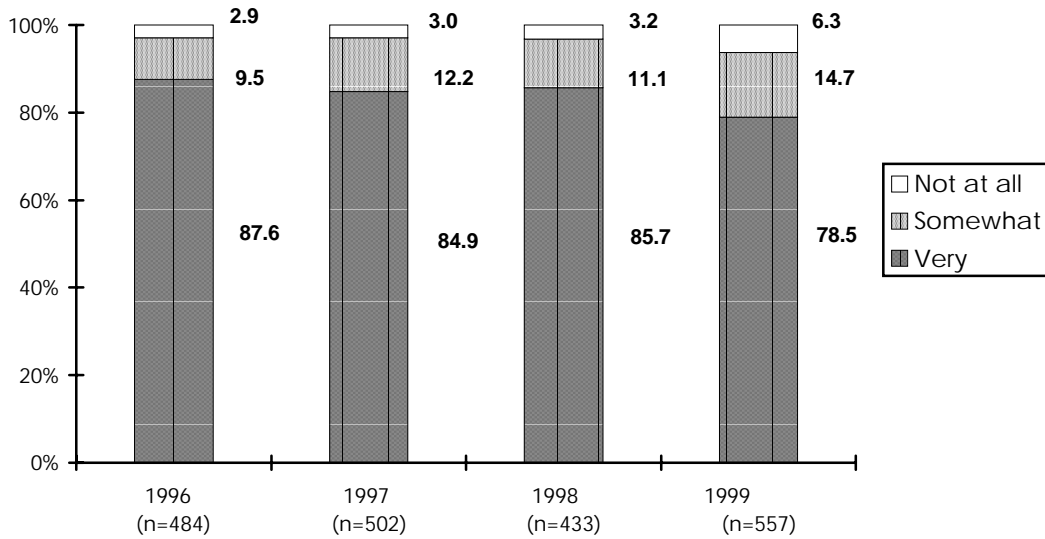
Demographics	1998	1999
Caucasian	74.1	76.6
Latino	22.8	31.5
North County	67.0	69.2
South County	58.5	60.7
San Lorenzo Valley	66.0	75.0
18-24	-	41.5
25-44	-	61.3
45-64	-	77.5
65 and older	-	90.1
Male	-	69.5
Female	-	68.0
Under \$15,000 per year	-	44.9
\$15,000 - \$34,999 per year	-	52.7
\$35,000 - \$64,999 per year	-	75.8
Over \$65,000 per year	-	81.6
Total Respondents	513	559

Source: Santa Cruz County Community Assessment Project, Telephone Survey.

*Quality of Life
Indicator 79*

Voting (Continued)

In your opinion, how important is voting?



Source: Santa Cruz County Community Assessment Project, Telephone Survey.

Note: Due to low numbers the “don’t know” response is not included in the graph.

*Quality of Life
Indicator 79*

 **Voting (Continued)**
Demographic Comparisons

Percent of respondents who think voting is “very important”:

Demographics	1998	1999
Caucasian	86.7	79.2
Latino	83.7	78.2
North County	86.6	78.8
South County	87.2	77.8
San Lorenzo Valley	80.0	78.3
18-24	-	67.5
25-44	-	76.0
45-64	-	80.3
65 and older	-	91.4
Male	-	76.4
Female	-	79.6
Under \$15,000 per year	-	72.5
\$15,000 - \$34,999 per year	-	74.1
\$35,000 - \$64,999 per year	-	79.8
Over \$65,000 per year	-	80.9
Total Respondents	433	557

Source: Santa Cruz County Community Assessment Project, Telephone Survey.

*Quality of Life
Indicator 80*

Affordable Housing

The cost of housing in Santa Cruz makes the county the second least affordable area in the nation to live. Fair Market Rents set the minimum standard for decent housing.

Fair Market Rents - HUD

Number of Bedrooms	1995	1996	1997	1998	1999	% Change
0	\$604	\$596	\$606	\$619	\$600	- 3.1
1	709	709	721	737	714	- 3.1
2	960	948	964	985	954	- 3.1
3	1,335	1,317	1,339	1,369	1,326	- 3.1
4	\$1,565	\$1,544	\$1,569	\$1,604	\$1,554	- 3.1

Estimate of Average Rents - Housing Authority

Number of Bedrooms	1995	1996	1997	1998	1999	% Change
0	\$477	\$606	\$631	\$668	\$626	-6.3
1	615	740	790	847	795	-6.1
2	864	978	1,020	1,118	1,121	0.3
3	1,186	1,308	1,409	1,585	1,627	2.6
4	\$1,549	\$1,613	\$1,684	\$2,074	\$1,946	-6.2

Source: Housing Authority of Santa Cruz County, 1999.

Note: Fair Market Rent standards are issued by the Department of Housing and Urban Development, thus establishing the maximum the Housing Authority can pay for rental units. Numbers are run a year behind the local market and are also arbitrarily adjusted to meet federal budget needs.

In 1997 Average rent estimates were based on information available for the month of March. Average rent estimates for all other years were based on information available for the month of July.

*Quality of Life
Indicator 81*

Government Financed or Nonprofit Housing

A measure of access to affordable housing for low or moderate income persons.

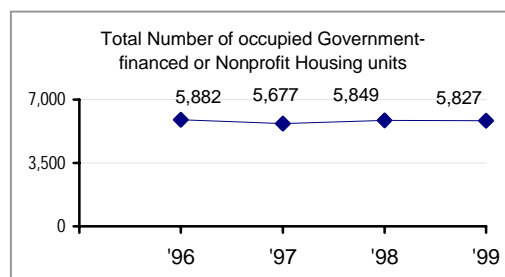
Number of Units Occupied by Program

Housing Program	1996	1997	1998	1999	% Change
All Section 8 programs	1,960	1,976	2,082	2,159	3.7
Section 8 Moderate Rehabilitation	425	412	409	335	-18.1
Public Housing	234	234	243	243	0.0
Farmers Home Administration	70	70	70	70	0.0
Migrant Housing	108	108	108	108	0.0
Transition Housing	11	11	13	8	-38.5
Property Management	-	133	134	0	-100.0
Home Ownership Construction	115	115	115	115	0.0
First-time Homebuyer	-	65	72	91	26.4
Construction Bonds	284	278	278	278	0.0
Tax Bonds	107	158	158	240	51.9
Tax Credits	-	15	15	15	0.0
Ordinance Monitoring	659	103	104	104	0.0
Mortgage Credit Certificates	461	551	600	613	2.2
Sub-Total	4,434	4,229	4,401	4,379	-0.5
Other Federal/State assisted units (estimate)	1,448	1,448	1,448	1,448	0.0
Total	5,882	5,677	5,849	5,827	-0.4

Source: Housing Authority of Santa Cruz County, 1999.

Note: In the Section 8 Moderate Rehabilitation Program the rental assistance is tied to a specific unit, rather than to the holder of a certificate.

Benchmark Snapshot



*Quality of Life
Indicator 81*

Government Financed or Nonprofit Housing (Continued)

Number of Units Occupied by Jurisdiction

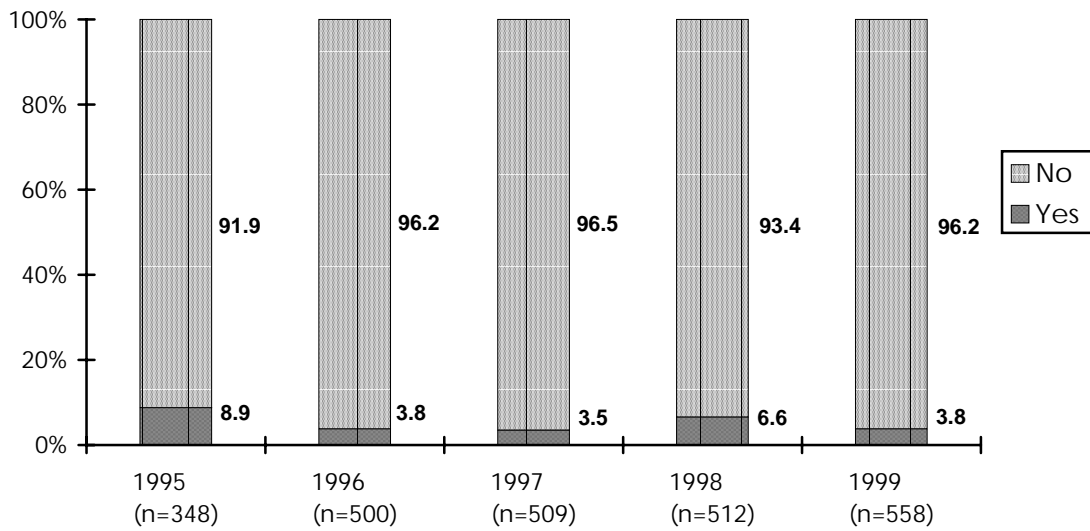
Jurisdiction	1996	1997	1998	1999	% Change
Santa Cruz	1,545	1,610	1,633	1,547	- 5.3
Watsonville	1,548	1,660	1,754	1,888	7.6
Capitola	203	208	210	211	0.48
Scotts Valley	52	51	59	59	0.0
Unincorporated	2,501	2,115	2,166	2,122	- 3.0
Portable	33	33	27	28	3.7
County	5,882	5,677	5,849	5,855	0.1

Source: Housing Authority of Santa Cruz County, 1999.

*Quality of Life
Indicator 82*

☎ Homelessness

*Have you ever been without a home locally in the last five years
(homeless, in a shelter, or on the street)?*



Source: Santa Cruz County Community Assessment Project, Telephone Survey.

*Quality of Life
Indicator 82*

 **Homelessness (Continued)**
Demographic Comparisons

Percent of respondents who have been without a home locally in the last five years (homeless, in a shelter, or on the street):

Demographics	1998	1999
Caucasian	5.5	3.7
Latino	8.7	4.5
North County	6.7	4.2
South County	6.7	3.5
San Lorenzo Valley	6.4	3.3
18-24	-	8.5
25-44	-	4.6
45-64	-	2.2
65 and older	-	0.0
Male	-	4.2
Female	-	3.6
Under \$15,000 per year	-	13.0
\$15,000 - \$34,999 per year	-	5.4
\$35,000 - \$64,999 per year	-	1.7
Over \$65,000 per year	-	1.3
Total Respondents	512	558

Source: Santa Cruz County Community Assessment Project, Telephone Survey.

*Quality of Life
Indicator 82*

Homelessness (Continued)

Measures the number of persons who can be accommodated by homeless shelters and provides basis for comparability with other locales.

Number of Non-disaster Emergency Shelter Beds, 1998

Agency	Primary Client	1998
Interfaith Satellite Shelter Project	Adults and families	338
Pajaro Rescue Mission	Adult males	80
River Street Shelter	Adult males	64
Pajaro Valley Shelter	Women and children	40
Women's Crisis Support	Battered women and their children	36
Defensa de Mujeres	Battered women and their children	36
Youth Services	Youth	8
Total		602

Source: Respective service providers, 1998.

Note: Figures are from November 1997 to October 1998.

Housing for Medical Emergencies Program*

Agency	1999
Number of Vouchers provided	382
Number of recipients (unduplicated)	366
- Number of children	53
- Number of adults	313

Source: Community Action Board, 1999.

Note: The Housing for Medical Emergencies Program provides emergency shelter vouchers for individuals and their families who meet the following conditions: discharged from the hospital, afflicted with Tuberculosis or HIV/ AIDS. Vouchers are good for up to one week in a motel, and individuals may receive additional vouchers if needed.

** These figures are from November 1, 1998 – October 1, 1999.*

*Quality of Life
Indicator 82*

Homelessness (Continued)

Number of Children who are Homeless

	1998/99
Number of students enrolled in the Lead Education Agency	39,200
Number of students who are homeless	1,000+
Percent	2.6
Number of students who are homeless and receiving services under the McKinney Act	505
Number of "At Risk" students under the McKinney Act	27

Housing Situations of Homeless Children*

Living Arrangements	Percent
Shelters	12.3
Doubled up homeless	8.9
Motels	29.7
Transitional Housing	32.1
Other situations	17.0

Source: Santa Cruz County of Education, Homeless Education Outreach, 1999.

** Those children receiving services under the McKinney Act.*

*Quality of Life
Indicator 82*

Homelessness (Continued)

Homeless Children, by Age Group*

Age Group	Percent
Pre-school	5.2
Primary Kindergarten	23.2
Intermediate (grade 4-6)	21.6
Middle School	26.1
High School (grade 9-12)	23.9

Source: Santa Cruz County of Education, Homeless Education Outreach, 1999.

* *Those children receiving services under the McKinney Act.*

The McKinney Act is a legislative bill which enables the provision of government services to homeless individuals. The criteria used by McKinney Act to determine homelessness has now become the de facto definition:

- (1) An individual who lacks a fixed, regular and adequate nighttime residence &
- (2) an individual who has a primary nighttime residence that is:
 - (a) a supervised publicly or privately operated shelter designed to provide temporary living accommodations (including welfare hotels, congregate shelters, and transitional housing for the mentally ill),
 - (b) an institution that provides a temporary residence for individuals intended to be institutionalized, or
 - (c) a public or private place not designated for, or ordinarily used as, a regular sleeping accommodation for human beings.

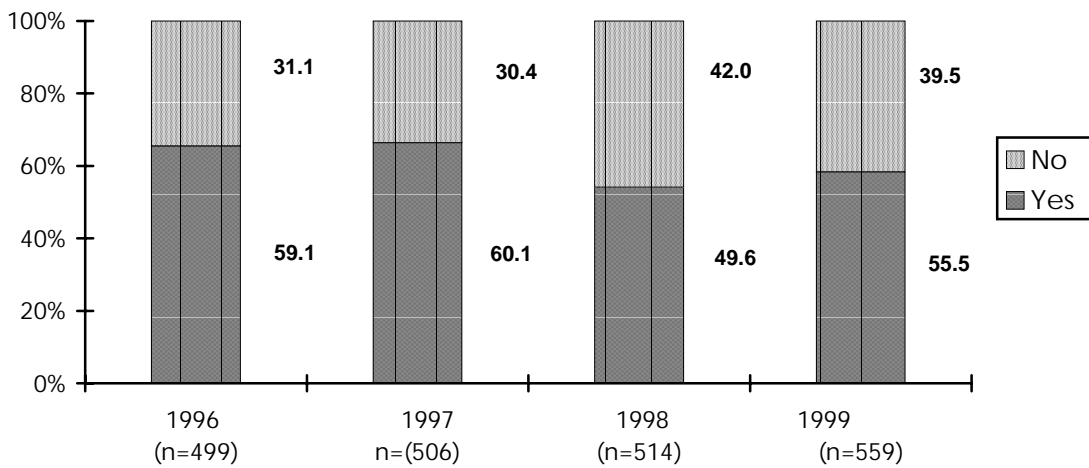
This means that a person must satisfy both conditions 1 & 2 to receive services.

*Quality of Life
Indicator 83*

 **Racism**

Measure of perceptions of tensions between ethnic and racial groups; a gauge of overall community cohesiveness.

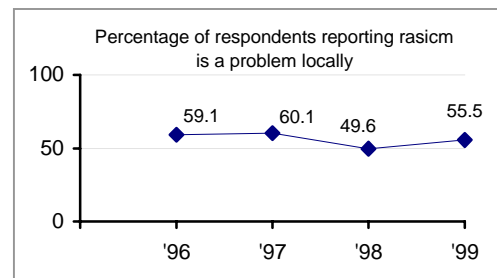
Do you think racism is a problem locally?



Note: Due to low numbers the “don’t know” response is not included in the graph.

Source: Santa Cruz County Community Assessment Project, Telephone Survey.

Benchmark Snapshot



*Quality of Life
Indicator 83*

 **Racism (Continued)**
Demographic Comparisons

Percent of respondents who think racism is a problem locally:

Demographics	1998	1999
Caucasian	47.2	51.1
Latino	60.9	74.2
North County	45.3	51.6
South County	60.0	72.3
San Lorenzo Valley	38.3	30.0
18-24	-	56.1
25-44	-	55.3
45-64	-	58.4
65 and older	-	49.4
Male	-	54.9
Female	-	55.4
Under \$15,000 per year	-	71.0
\$15,000 - \$34,999 per year	-	64.3
\$35,000 - \$64,999 per year	-	53.4
Over \$65,000 per year	-	48.7
Total Respondents	514	559

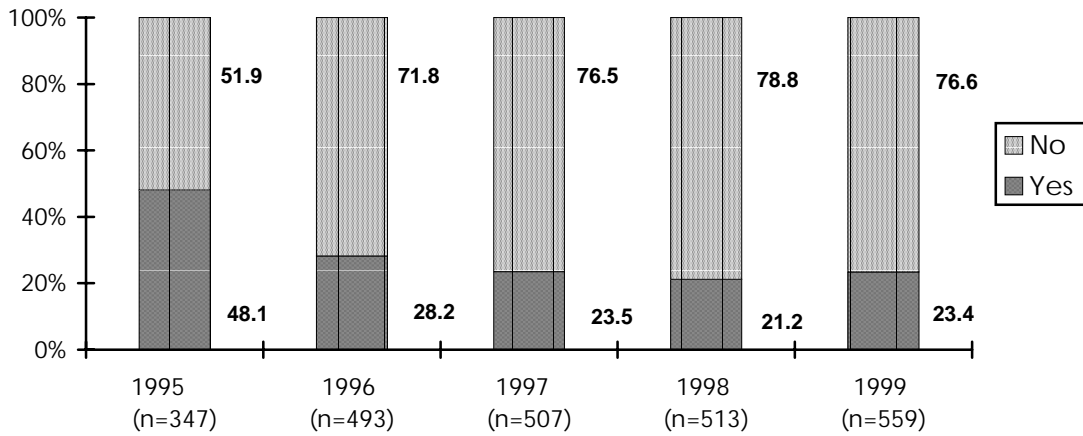
Source: Santa Cruz County Community Assessment Project, Telephone Survey.

*Quality of Life
Indicator 84*

☎ Discrimination

Measures the percent of people who report they have felt discriminated against.

Have you ever felt discriminated against in Santa Cruz County in the last three years?



Source: Santa Cruz County Community Assessment Project, Telephone Survey.

*Quality of Life
Indicator 84*

Discrimination (Continued)

If yes, for what reason? (Top three responses)

Response	1995	1996	1997	1998	1999
Ethnicity	21.2	34.8	29.1	44.4	50.4
Gender	31.1	15.7	17.2	11.9	24.4
Language	2.1	6.7	5.2	12.6	11.5

Demographic Comparisons

Percent of respondents who have felt discriminated against in the past three years:

Demographics	1998	1999
Caucasian	17.7	20.1
Latino	34.8	36.0
North County	19.6	21.8
South County	26.7	30.6
San Lorenzo Valley	13.8	15.0
18-24	-	31.7
25-44	-	22.6
45-64	-	24.7
65 and older	-	14.8
Male	-	20.7
Female	-	24.9
Under \$15,000 per year	-	33.3
\$15,000 - \$34,999 per year	-	33.0
\$35,000 - \$64,999 per year	-	22.5
Over \$65,000 per year	-	13.2
Total Respondents	513	559

Source: Santa Cruz County Community Assessment Project, Telephone Survey.

*Quality of Life
Indicator 85*

Hate Crimes

A hate crime is considered to be any crime motivated by the victim's race, ethnicity, religion, sexual orientation, or physical or mental disability. In 1998, over 2,100 Californians fell victim to a hate crime. The majority of these crimes (over 64%) were violent, and were motivated by the race or ethnicity of the victim.

Hate Crimes, Santa Cruz County

Reporting Agency	1995	1996	1997	1998	% Change
Events	8	11	13	11	-15.4
Offenses	8	12	15	12	-20.0
Victims	10	14	17	13	-23.5
Known Suspects	9	13	16	7	-56.3

Source: California Department of Justice, Hate Crime Statistical System, 1998.

Hate Crimes: Definition of Relevant Terms:

Event: An event is an occurrence where a hate crime is involved. There may be one or more suspects involved, one or more victims targeted, and one or more offenses involved for each event.

Offense: Offenses that are recorded are: murder, forcible rape, robbery, aggravated assault, burglary, larceny-theft, motor vehicle theft, arson, intimidation, and destruction / damage / vandalism as defined in the National Uniform Crime Report and the National Hate Crimes Statistical Report.

Victim: A victim may be an individual, a business or financial institution, an organization, or the society / public in general.

Known Suspect: A known suspect can be any person alleged to have committed a criminal act(s). The known suspect category contains the number of suspects that have been identified and / or alleged to have committed hate crime(s). The word "known" does not necessarily refer to specific identities.

*Quality of Life
Indicator 86*

Child Support Collections

A measure of income available to children to prevent or alleviate poverty.

Collections per Case	94/95	95/96	96/97	97/98	% Change
County	\$570	\$725	\$1,226	\$1,195	-2.5
State	\$382	\$453	\$512	\$737	4.4

Collections per Case with Court Orders	94/95	95/96	96/97	97/98	% Change
County	\$1,440	\$1,062	\$1,873	\$1,798	-4.0
State	\$875	\$941	\$1,024	\$1,142	11.5

Total Collection Amount	94/95	95/96	96/97	97/98	% Change
County	\$7,572,502	\$8,552,870	\$10,146,480	\$11,226,082	10.6

Source: Santa Cruz County District Attorney, Family Support Division, 1998.

Note: Child support collections begin with the establishment of support orders through the District Attorney's Office. These orders are established once absent parents have been located.

*Quality of Life
Indicator 87*

People Served by Food Bank

A proxy measure for poverty and hunger.

Number of People Served by Jurisdiction

Jurisdiction	1996	1997	1998	1999	% Change
Capitola	794	685	1,462	709	- 51.5
Santa Cruz	7,466	7,618	4,881	6,271	28.5
Scotts Valley	408	1,610	1,024	1,295	26.5
Watsonville	6,412	7,722	8,852	11,181	26.3
Unincorporated	9,418	6,916	8,165	8,304	1.7
County Total	24,498	24,551	24,384	27,760	13.8

Number of People Served by Ethnicity

Ethnicity	1996	1997	1998	1999	% Change
White	11,749	9,742	9,483	10,869	14.6
Latino	11,218	12,738	12,975	14,304	10.2
African American	606	795	754	763	1.2
Asian	333	610	578	925	60.0
Native American	242	295	308	238	- 22.7
Pacific Islander	150	175	130	424	226.2
Other	200	150	156	97	- 37.8
Total	24,498	24,505	24,384	27,620	13.3

Source: Second Harvest Food Bank, 1999.

Note: Actual number served and ethnicity totals may not add up due to people not indicating their ethnicity. Data collected is an average monthly, unduplicated count of recipients for the month of March.

*Quality of Life
Indicator 88*

 **Basic Needs**

The inability to meet basic needs often underlies a whole host of related social and familial issues, such as education performance, family relationships, and health status.

In any given month, do you find yourself having to go without basic needs such as childcare, healthcare, food or clothing?

Response	1999
Yes	9.7
No	90.3
Total Respondents	557

If yes, what do you go without?

Response	1999
Healthcare (including dental)	43.4
Food / Limits food choices	30.2
Clothing	15.1
Childcare	5.7
Other	5.7
Total Respondents	53

Source: Santa Cruz County Community Assessment Project, Telephone Survey.

*Quality of Life
Indicator 88*

Basic Needs (Continued)

Percent of Children Receiving Free/Reduced Cost Meals

School Districts	1994/95	1995/96	1996/97	1997/98	% Change
Bonny Doon	9.6	10.2	10.1	5.1	-49.5
Happy Valley	12.0	13.2	8.3	10.9	31.3
Live Oak Elementary	44.3	42.2	42.1	41.1	-2.4
Mountain Elementary	15.8	21.4	14.3	19.4	35.7
Pacific Elementary	47.7	40.3	23.7	27.2	14.8
Pajaro Valley Unified	52.9	56.3	55.2	55.1	-0.2
San Lorenzo Valley Unified	15.6	14.5	14.5	13.2	-9.0
Santa Cruz Elementary	35.9	36.8	37.9	38.1	0.5
Santa Cruz High School	14.3	13.3	13.1	12.5	-4.6
Scotts Valley Unified	-	2.9	3.2	2.3	-28.1
Soquel Elementary	25.9	23.7	27.3	26.4	-3.3
County	36.0	37.0	36.8	36.6	-0.5
State	44.6	46.4	47.1	47.4	0.6

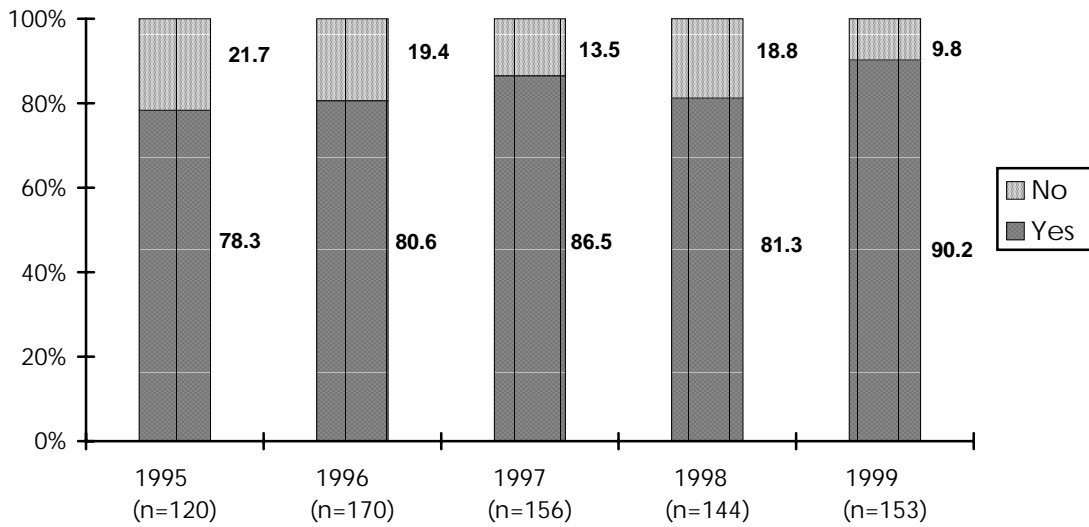
Source: California Department of Education, Ed-Data, 1999.

Note: Pajaro Valley Unified School District includes 3 sites not in Santa Cruz County.

*Quality of Life
Indicator 89*

☎ Youth Activities

*Does your child have enough activities after school and on weekends?
(asked to parents)*



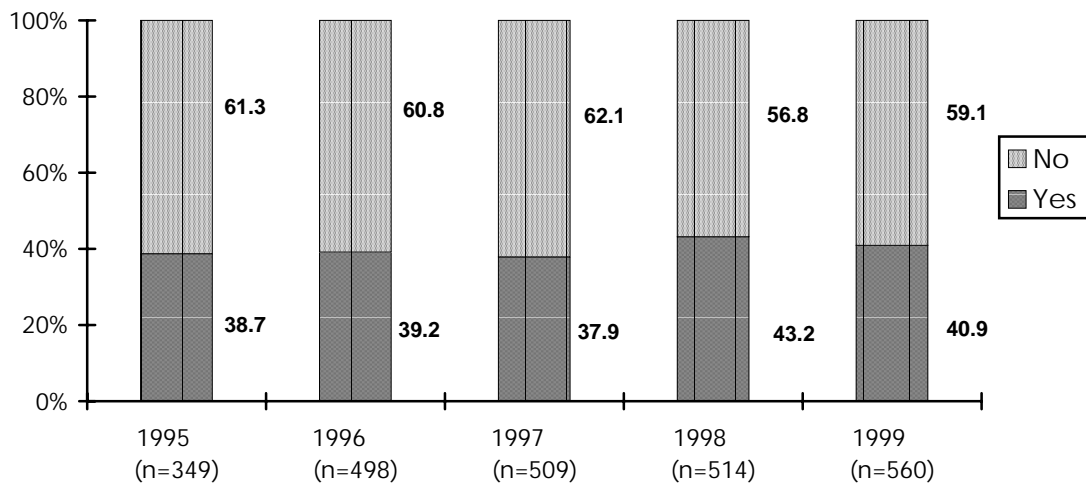
Source: Santa Cruz County Community Assessment Project, Telephone Survey.

*Quality of Life
Indicator 90*

 **Volunteerism**

Volunteerism is a key measure of people’s sense of ownership and responsibility for the community.

Do you regularly do volunteer work in the community?



If yes, where do you volunteer?

Organization	1995	1996	1997	1998	1999
School	37.0	36.1	16.4	29.7	39.9
Church	30.4	23.0	15.9	27.9	15.8
Community organizations	-	52.9	38.5	52.7	68.4

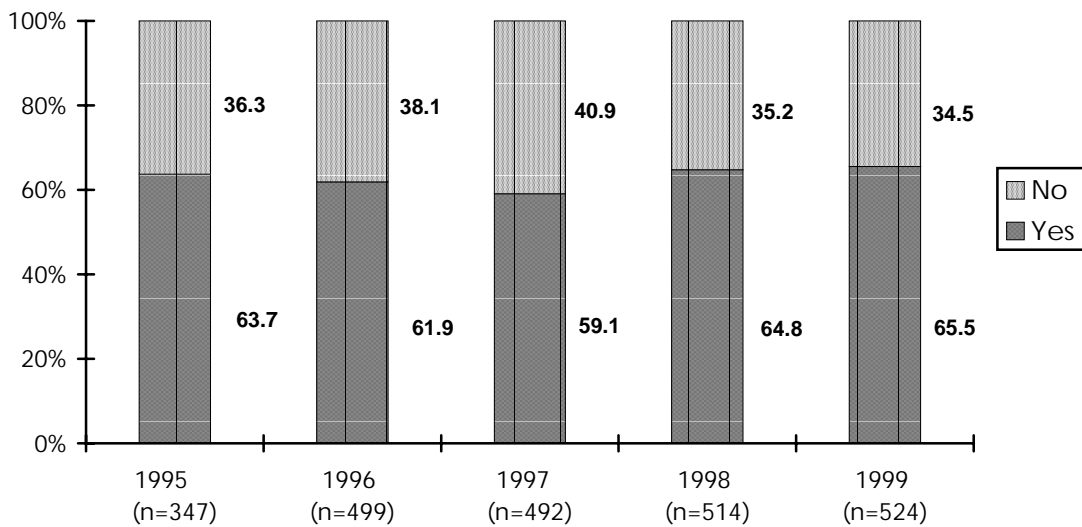
Source: Santa Cruz County Community Assessment Project, Telephone Survey.

*Quality of Life
Indicator 91*

Charitable Giving

A measure of people’s sense of ownership and responsibility for the community as reflected by a willingness to financially support charitable organizations.

Do you regularly contribute money to charitable organizations?



If yes, do you give:

Response	1995	1996	1997	1998	1999
Less than last year	26.8	17.4	17.9	13.9	9.0
More than last year	15.9	19.3	22.3	20.4	31.6
About the same as last year	57.3	63.3	59.8	65.7	55.4

Source: Santa Cruz County Community Assessment Project, Telephone Survey.

*Quality of Life
Indicator 92*

Arts Programs

Cultural Council of Santa Cruz County

A measure of financial support for arts and cultural activities in Santa Cruz County.

Number of Grants Awarded

Grants	1995/96	1996/97	1997/98	1998/99	% Change
Anchor Grants	7	7	7	8	14.3
Program Grants	21	20	18	19	5.6
Project Grants	36	36	34	29	- 14.7
Ethnic Arts Development Grants	22	14	8	10	25.0
Cultural Equity Initiative	-	-	-	2	-
Total	86	77	67	68	1.5

Grant Amounts Awarded

Grants	1995/96	1996/97	1997/98	1998/99	% Change
Anchor Grants	\$94,000	\$94,000	\$104,386	\$102,890	- 1.4
Program Grants	31,500	31,500	40,000	45,420	13.6
Project Grants	22,500	22,500	34,000	27,800	- 18.2
Ethnic Arts Development Grants	11,602	9,257	7,900	6,420	- 18.7
Cultural Equity Initiative	-	-	-	9,000	-
Total	\$159,602	\$157,257	\$186,286	\$191,530	2.8

Source: Cultural Council of Santa Cruz County, 1999.

Note: Anchor Grants provide operating support for Santa Cruz County's cultural institutions. Currently there are eight that have met a rigorous qualification process: Cabrillo Music Festival, First Night Santa Cruz, Friends of Olympia Station (Tandy Beal & Company/New Pickle Circus), KUSP-FM, Kuumbwa Jazz Society, Museum of Art & History, Santa Cruz County Symphony, and Shakespeare Santa Cruz. Program Grants and Project Grants support well-planned, quality, ongoing arts programming that responds to and serves the cultural needs and interests of the people of Santa Cruz County. Ethnic Arts Development grants strengthen organizations deeply rooted in and reflective of Asian, African, Latino, Native American, Pacific Islander or other ethnic communities and enhance their ability to provide quality artistic programs. Cultural Equity Initiative Grants build the capacity of arts organizations deeply rooted in, and whose major focus of activity stems from the experiences of ethnic communities that are historically under-served. Two-year grants of \$4,500/year support the administrative development, growth, or stabilization of these groups so they can thrive and make an enduring contribution to Santa Cruz County's cultural landscape. Current recipients for 1999-2000 and 2000-2001 are Esperanza del Valle folkloric dance company and Watsonville Community Cultural Center.

*Quality of Life
Indicator 93*

 **Quality of Life**

*What one thing contributes to your quality of life in Santa Cruz County?
(Top ten responses)*

Response	1996	1997	1998	1999
Scenery, Geography, Climate	53.1	47.2	60.9	72.7
Family, Friends, Friendly People	16.1	11.0	16.3	17.6
Community, Low Population, Slow Pace	12.7	9.7	12.6	12.6
Quiet / Peaceful	-	-	-	5.4
Social Climate	-	-	-	3.1
Cultural activities / Entertainment	2.9	1.0	-	1.6
Church	0.8	9.4	-	1.3
Diversity	2.9	3.3	-	1.3
Outdoor recreation	-	-	-	1.3
Clean Air	4.8	3.3	-	1.1

*What one thing takes away from your quality of life in Santa Cruz County?
(Top ten responses)*

Response	1996	1997	1998	1999
Traffic	9.5	14.5	18.1	32.0
Overcrowding, Unplanned Growth	11.1	14.0	18.1	24.2
Cost of living, Housing	12.6	11.2	15.7	17.7
Lack of safety / Violence	-	-	-	10.7
Road conditions	2.7	24.0	6.0	6.6
Gangs / crime	13.0	7.7	8.0	6.1
Nothing	1.9	-	2.3	5.9
Politics / too liberal	10.1	7.2	5.6	5.5
Homeless	13.4	10.1	4.9	3.0
Unplanned growth	3.5	5.9	-	2.9

Source: Santa Cruz County Community Assessment Project, Telephone Survey.

*Quality of Life
Indicator 93*

 **Quality of Life (Continued)**

*If you could make one major change locally, what would it be?
(Top ten responses)*

Response	1996	1997	1998	1999
Traffic	6.2	31.9	15.6	25.3
More bike/pedestrian friendly	-	-	-	16.1
Affordable housing	6.6	9.8	13.2	12.7
Improve schools	16.0	9.6	11.6	9.5
Crime	10.6	5.8	10.2	5.0
Stop growth / Slow growth	5.5	3.9	4.0	4.7
Any homeless issue	16.5	10.8	5.6	3.8
Jobs / job training	5.3	6.3	7.2	3.2
Improve local government/government officials	-	-	2.4	3.2
Higher wages / Lower cost of living	-	-	-	2.9

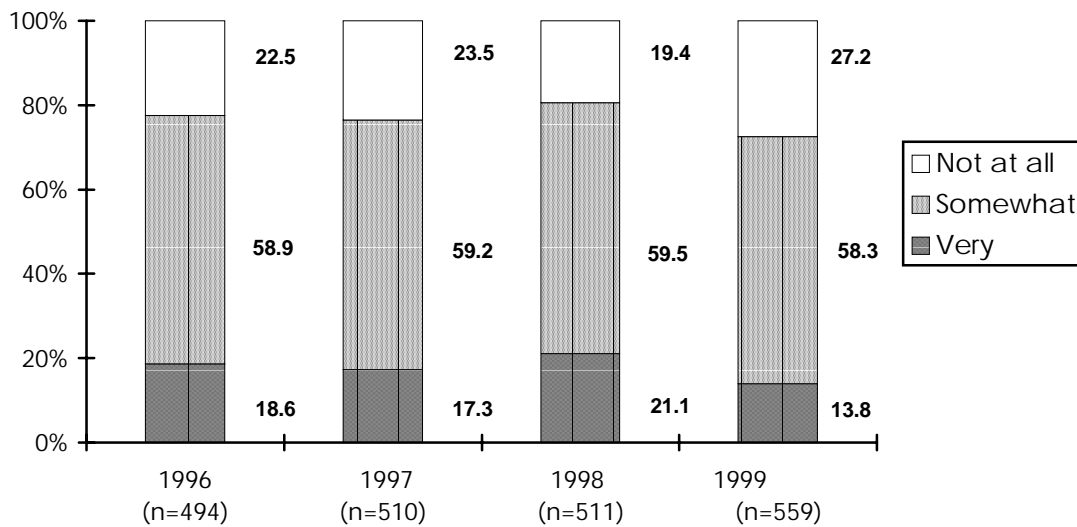
Source: Santa Cruz County Community Assessment Project, Telephone Survey.

*Quality of Life
Indicator 94*

☎ Disaster Preparedness

Given Santa Cruz County’s history of natural disasters, this indicator gauges the extent to which people have learned from the recent past and provides a gauge of self-help to be expected in the event of another disaster.

How prepared are you for a natural disaster?



Source: Santa Cruz County Community Assessment Project, Telephone Survey.

Note: Due to low numbers the “don’t know” response is not included in the graph.